



University of Management and Technology

MK 585 - Strategic Marketing Management

Resource Person:	Dr Farrah Arif
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Contact Hours:	Monday 10:00 AM - 12:00 PM
Office Address:	3N 04 – IKL Office
Programme:	MBA
Section:	
Semester:	Fall 2022
Course Pre-requisites:	NA
Credit Hours:	3
Course Type:	Final Semester – MBA
Venue/Day/Time:	MC - 03 / Tuesday / 6:30pm – 9:30pm
Course URL (if any):	-

Course Description:

Strategic Marketing Management provides core understanding of marketing strategy and its integration in a real world business situation. A broad range of marketing decisions in a variety of consumer, industrial, and service settings, both in Pakistan and overseas, is covered. Among the topics discussed in the course are consumer and industrial buying behavior, market segmentation, product positioning, elements of the marketing mix (such as, product policy, pricing strategy, integrated marketing communications, and channel strategies), break-even analysis, CRM and a few marketing research techniques. Cases cover both pre-digital and post-digital marketing environments and challenges.

Course Teaching Methodology:

- Interactive lectures with hands on case studies.
- Case Analysis and real world market simulations

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MBA Mission

‘Our mission is to transform students into visionary leaders, managers, and entrepreneurs who are sensitive to corporate social responsibility, business ethics, and global sustainability challenges.’

Program Objectives/Goals		Program Learning Outcomes
PO1	To inculcate reasoning, critical analytical, problem-solving, and decision-making skills.	PLO1, PLO3, PLO5
PO2	To provide real-life work experiences.	PLO2, PLO4, PLO5, CLO7
PO3	To provide opportunities to network with employers and entrepreneurs.	PLO4, PLO7
PO4	To develop future leaders, managers, and entrepreneurs for the digital and globalized world.	PLO1, PLO2, PLO6,
PO5	To develop effective presentation, oral, and written communication skills.	PLO2, PLO4, PLO6
PO6	To expose students to the important social, environmental, economic and ethical issues.	PLO1, PLO3

Programme Learning Outcomes (PLOs): MBA

After completing this degree programme, students shall be able to:

PLO1	Critically analyze complex business situations and make appropriate decisions.
PLO2	Successfully negotiate with the challenging work demands.
PLO3	Apply organizational theories, models, and frameworks to the real-world business situations to solve managerial issues.
PLO4	Communicate effectively and efficiently, and deliver professional business presentations.
PLO5	Analyze and evaluate market opportunities and develop viable business plans.
PLO6	Use digital technologies and data analytics tools to make informed decisions.
PLO7	Undertake industry-based projects through interaction with business leaders and entrepreneurs.

Course Learning Outcomes (CLOs):

After completing this course, students shall be able to:

CLO1	Comprehend a complex marketing situation and prioritize both areas of analysis and decisions.
CLO2	Apply the frameworks/tools/concepts learned in the course for proper analysis of a business situation and eventual recommendations for solution(s).
CLO3	Present and defend marketing recommendations based on logical analysis of data
CLO4	Think, feel and behave as a responsible marketing manager
CLO5	Develop a comprehensive marketing plan

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	Program Learning Outcomes	Course Learning Outcomes
PLO1	Critically analyze complex business situations and make appropriate decisions.	CLO1
PLO2	Successfully negotiate with the challenging work demands.	CLO4, CLO5
PLO3	Apply organizational theories, models, and frameworks to the real-world business situations to solve managerial issues.	CLO2
PLO4	Communicate effectively and efficiently, and deliver professional business presentations.	CLO5
PLO5	Analyze and evaluate market opportunities and develop viable business plans.	CLO3, CLO5
PLO6	Use digital technologies and data analytics tools to make informed decisions.	
PLO7	Undertake industry-based projects through interaction with business leaders and entrepreneurs.	CLO5

Assurance of Learning and Assessment Items:

Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs

Assessment Item	Application/ Objectives
	CLO
Class Participation	CLO1
Assignment	CLO2
Written Analysis of the Case (WAC)	CLO1, CLO2
Marketing Plan	CLO5
Final Exam	CLO3, CLO4

Assessment Structure and Grading Policy*:

Assessment Item	Weight (%)	Execution Plan
Class Participation	15	
Assignment	15	2 Assignments
Written Analysis of the Case (WAC)	20	2 Cases
Final exam	30	One-time assessment
Marketing Plan	20	
Total	100	

Notes – Norms and Important Class Policies:

- **Class Policy:** You are required to be in class at the assigned time. If you arrive more than ten minutes late, you will be marked absent.

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- **Email Policy:** You will be responsible if you miss a deadline because you did not read your email. Participants should regularly check their University email account.
- **Class Attendance Policy:** A minimum 80% attendance is required for a participant to be eligible to sit in the final examination. Reporting sick and attending family functions (such as a wedding) will be considered as absent. Participants with less than 80% attendance in a course will be given grade 'F' (Fail) and will not be allowed to take the final exam. An 'F' grade will negatively impact student's CGPA.
- **Mobile Policy:** Switch off your mobile phones while in class.
- **Withdrawal Policy:** Students may withdraw from a course till the end of the 12th week of the semester. In such a case, a grade 'W' will be awarded. A 'W' grade will not impact student's CGPA. A student withdrawing after the 12th week will be awarded 'F' grade, which will negatively impact CGPA.
- **Harassment Policy:** Sexual or any other form of harassment through physical, verbal or electronic (mobile, email, etc.) means is constituted as punishable offence. Such actions will not be tolerated.
- **Use of Unfair Means/Honesty Policy:** Any participant found using unfair means or assisting another participant during a class test, quiz, assignment, examination, etc. will be liable for strict disciplinary action.
- **Plagiarism Policy:** Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. The participants will submit the plagiarism report to the resource person with every assignment, report, project, thesis, etc. A participant who fails to submit the 'Turnitin' report will receive 'F' grade that will count towards CGPA. If participants attempt to cheat 'Turnitin,' they will receive an additional 'F' that will count towards their CGPA. Look up the Student Handbook for further information on rules and regulations regarding plagiarism while submitting final report and other documents.

Week	Topics / Contents	Application/ Objectives CLO
1	Introduction to the Basic Concepts of Marketing Articles: Note on Marketing Strategy Note on Low-Tech Marketing Math Developing a Marketing Plan https://www.coursera.org/learn/marketingplan?specialization=marketing-strategy	CLO2, CLO5
2	Marketing Segmentation and Positioning Case Study: Easypaisa Article: Market Segmentation Target Market Selection and Positioning	CLO1
3	B-B Marketing in the Digital Age Case Study: HubSpot: Inbound Marketing and Web 2.0	CLO3

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	Articles: What is Industrial Marketing? Customer Profitability and Lifetime Value Assignment 1	
4	Overview of Product Policy Case Study: Procter & Gamble, Pakistan: The Ariel Launch Articles: Product Policy Marketing Myopia Positioning: The Essence of Marketing Strategy	CLO2
5	Product Line Development Case Study: Dawlance (Private) Limited: The Air Fryer Microwave Oven Launch Guest Speaker Session Assignment 2 Marketing Plan 1	CLO3
6	Product Policy in the Digital Age Case Study: Apple Pay Article: Beating the Odds When You Launch a New Venture	CLO4
7	Overview of Pricing Policy Case Study: Mobilink: Pricing under Competition Article: Note on Behavioral Pricing WAC 1	CLO2
8	Pricing in the Digital Age Case Study: The New York Times Paywall Assignment 3	CLO3
9	Overview of Distribution Policy Case Study: Premium Distribution Limited Article: Developing and Managing Channels of Distribution	CLO1
10	Franchising Case Study: Porcini Pronto Article: Note on Franchising	CLO1
11	Overview of IMC Case Study: Kingsford Charcoal Article: Marketing Communication	CLO2
12	Branding Case Study: HBL PSL Articles: What Becomes an Icon Most? If Nike Can "Just Do it" Why can't we? WAC 2	CLO4
13	Blue Ocean Strategy Articles: Blue Ocean Strategy Blue Ocean Strategy - Analytical Tools and Framework- Chap 2 How to find your Innovation Sweetspot	CLO1
14	The Five Forces of Michael Porter's Model	CLO1



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	Articles: The Five Competitive Forces That Shape Strategy Introduction: The Enduring Importance of Michael Porter's Work on Competition and Strategy A Moving Target: Real World Strategies for Applying 5 Forces, Selecting and Using Appropriate Tools, and Reacting to Feedback	
15	Marketing Plan Presentations Each Student will have a slot of 7 to 10 mins to present the Marketing plan of a product or service.	CLO5
16	Final Term Examination	CLO3, CLO4



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Primary Text Book (s):

No specific Book is allocated in this course. All the readings and cases will be uploaded on LMS

Reference / Supplementary Reading (s):

The following coursera course will assigned during the course.

<https://www.coursera.org/learn/marketingplan?specialization=marketing-strategy>

These are the websites that are helpful.

- www.ama.org
- www.map.org.pk
- www.hbr.org
- www.forbes.com
- www.mckinsey.com
- www.marketinginsights.com
- www.smartinsights.com
- www.gartner.com
- www.interbrand.com
- www.blog.hubspot.com
- www.marketingweek.com